

CAN YOU TRAIN YOUR OWN DATA PROCESSING PERSONNEL AND MANAGEMENT?

... providing them the complete fundamentals
of data processing?

... without disturbing your data processing operation?

... in a conference room?

YES

With 3M Company's revolutionary Data
Processing Course!

An on-the-job course teaching Data Processing Basics
by Ray W. Hass, Operations Research Analyst, 3M Company

For Data Processing Operational Trainees

The 3M Brand Data Processing course was developed to provide an economical, simple method to teach the basics of data processing;

- to assure most efficient use of data processing installations,
- to greatly reduce interruptions of your data processing operation for the sake of training.

Designed to acquaint both data processing trainees and management personnel with the methods and capabilities of most types of operations and equipment, the 3M Data Processing course can be taught—and learned at the same time—by those who now teach your bookkeeping and manufacturing procedures, or teach other areas of business education. Through a unique combination of programmed instruction and visual-aid reinforcement, the instructor learns as he teaches . . . step-by-step . . . with accuracy aided by clear, already prepared color visuals for overhead projection, and by precise instruction on their use with the programmed material. In language the instructor knows and understands, the components and intricate procedures of data processing are clearly explained and easily taught.

NOW IN USE

Developed at the 3M Company for training its own people, the data processing course has provided 3M with data processing trainees better equipped to learn operations, and data processing management personnel knowledgeable in data processing installation functions.

COMPLETE COURSE ON FUNDAMENTALS

Teaching materials include a three-volume text and illustrations book for each trainee, a special instructor's three-volume text, instructor's guide and illustrations book, and more than 250 visual aids for use on the overhead projector. The programmed instruction/visual reinforcement technique rapidly advances the trainee through the basics of every important phase of data processing.

Introduction to Data Processing
Card-Format and Beginning Wiring
Key Punch Machine
Card Sorter
Collator
Interpreter
Reproducer
Accounting Machine
Data Processing Mathematics
Introduction to Computers



**TRAINEE
TEXT**

**INSTRUCTOR'S
TEXT**

**INSTRUCTOR'S
GUIDE
AND
ILLUSTRATION
BOOK**

The three volumes of the trainee text and illustrations book—bound with “workbook type” soft covers—serve both classroom lessons and individual study. By having the illustrations book separate from the programmed instruction volumes, the trainee avoids the loss of time and concentration caused by “searching” through one book for referenced illustrations.

Also three-volume in format, each volume is bound in a durable plastic-covered ring binder to permit removing the programmed information to make additional visual aids to collate illustrations with specific lesson plans the instructor develops, and to separate his lesson plans into specific hourly sessions. It contains the same information as the trainee texts.

As with the three volumes of the instructor's text, the Instructor's Guide and Illustrations are combined in a hard-cover 3-ring binder for easy access to the contained materials. This gives the instructor convenient use of the illustrations for making additional (over 100 more) visual aids if he feels they are needed, by reproducing them onto infra-red transparency material.

The Instructor's Guide contained in the binder provides all information necessary to utilize overhead projection techniques in teaching. It discusses most efficient uses of the overhead projector in reinforcing lesson material. It details methods of making additional visual aids for overhead projection . . . explaining the simplicity of reproducing from virtually all source material to make dry-photo or infra-red transparency-visuals. And it covers the step-at-a-time rationale of the programmed instruction /visual reinforcement technique in advancing trainees from the simple to the increasingly complex subject matter.



3M BRAND MODEL 66 OVERHEAD PROJECTOR

I am interested in having the 3M Data Processing Course explained to me. Please have a representative call.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

**COLORED
VISUAL AIDS
FOR
OVERHEAD
PROJECTION**

LOW COST

More than 250 visual aids *completely prepared*: Mounted in cardboard frames for ease of use and for safe storage and handling, the visuals are printed in fine detail and in several colors to clearly project the many different diagrams, schematics and equipment illustrations referred to in the text. All of the visuals were created especially for this course, and some employ the overlay technique of revealing information in a given sequence; such overlays are already prepared. Packaged in durable boxes, 25 per box.

The 3M Brand Data Processing Course—for a full class of trainees—costs less than even installation costs for most electronic teaching devices.

Three-volume Student Texts
Student Illustrations Books
Three-volume Instructor Text
Instructor's Guide and Illustrations Book
258 Framed colored visuals

FIRST CLASS
PERMIT NO. 25
ST. PAUL, MINN.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

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3M Business Press
Box 3344
St. Paul, Minnesota 55101



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Division** **3M**
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